

BRIEF DESCRIPTION OF INCLUDED FIGURES

FIGURE 1 illustrates the finished report in its mathematical format.

Predefined columns in the report measure where the audience household group is located geographically and within which postal zip code. Also defined are the 5 different types of households being measured:

- 1.) Single Family (SF)
- 2.) Multi Family (MF)
- 3.) Duplex (DU)
- 4.) Condo (CO)
- 5.) Garden Homes (GA)

In addition, there are 7 economic levels of households being measured which are listed as follows:

- 1.) A Scale households = \$400,000 in value or greater (Upper Up Scale)
- 2.) B Scale households = \$325,000 to \$399,999 in value (Mid Up Scale)
- 3.) C Scale households = \$250,000 to \$342,999 in value (Lower Up Scale)
- 4.) D Scale households = \$175,000 to \$249,999 in value (Above Average)
- 5.) E Scale households = \$120,000 to \$174,999 in value (Average)
- 6.) F Scale households = Less than \$120,000 in value (Below Average)
- 7.) N Scale households = Households Not Rated

In addition to the description listed above, there are total number of households and total number of customer households contained within the group. As described before, the "% of Total H/Holds" integer is computed by dividing "Total Customers" by "Total Households".

FIGURE 2 illustrates the bordering if a basic section or group of households.

FIGURE 3 illustrates the identification of customer households and how they relate to the measuring of customer sales performance in an overall group of households.

FIGURE 4 illustrates a sample zip code map segmented by socio economic level and by type of household.